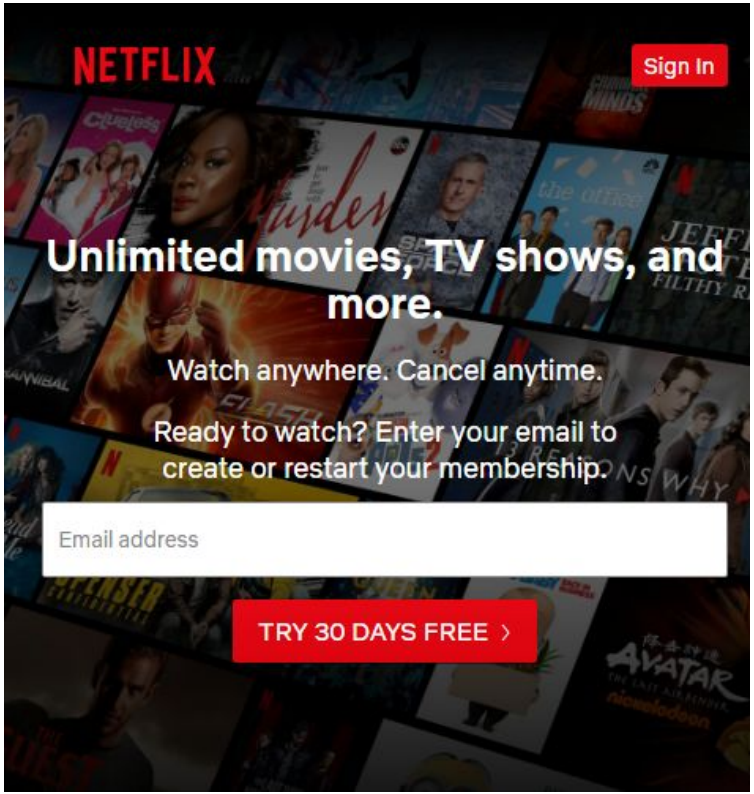
The Complete Facebook Ad Copy + Creative Guide

Marketing 101

Keep your ads simple! Grab the users attention with your **VISUAL** (image/video). Let customers know your **VALUE PROPOSITION** and why it is **RELEVANT** to them. Tell your customers what you want from them with a clear **CALL TO ACTION**. When possible, include your brand name and/or logo in your ad creative and/or ad copy to build your **BRAND AWARENESS**.

Look at this **PERFECT** Netflix ad example!


NETFLIX
Sign In
Unlimited movies, TV shows, and more.
Watch anywhere. Cancel anytime.
Ready to watch? Enter your email to create or restart your membership.
Email address
TRY 30 DAYS FREE ›

Selling With Facebook Ads

People are not going to Facebook/Instagram to buy things!

They are going on Facebook to connect with friends or family or interests they love!

Start treating your ads like you are communicating with friends!

My Highest Facebook Ads ROAS (Return on Ad Spend)

=

Provide Value + Build Relationships + Promote/Sell Only 10% of the Time

The 4 Elements of a Perfect Facebook Ad

The 4 Elements of a Perfect Facebook Ad

- **VISUAL** - Is the ad visually appealing and professional looking?
- **RELEVANCE** - Is the ad relevant to this target market? Do they care about your offering?
- **VALUE PROPOSITION** - Are you offering enough value for the potential customer to take action?
- **CALL-TO-ACTION** - Are you asking for what you want with a strong CTA? Try to focus on a ONE call to action per ad (i.e. a SINGLE goal as to not confuse your potential customer).

EXAMPLE: The Perfect Ad

- **VISUAL -** The visual is clear, simple, and appealing to people who like wine!
- **RELEVANT -** I like and frequent wine based sites. BOOM! Nice work for this ad targeting and relevance.
- **VALUE PROPOSITION -** Bottles start at just $13. AWESOME! If you don't like that, they offer another Value Proposition: "Enjoy $20 Off Your First Box"
- **CALL-TO-ACTION -** The word "get" is a strong call-to-action. Tell your customer what you want them to do! "Get expertly curated wines…"

WINC
Sponsored
Get expertly curated wines delivered to your door every month.
Bottles start at just $13.
Shipping included.
No monthly commitment.
Unbox. Uncork. Unwind.
Winc
Enjoy $20 Off Your First Box >>
Winc promotions are an instant rebate applied to a portion of the purchase price of each product, shipping and handling. All…
WINC.COM
Learn More

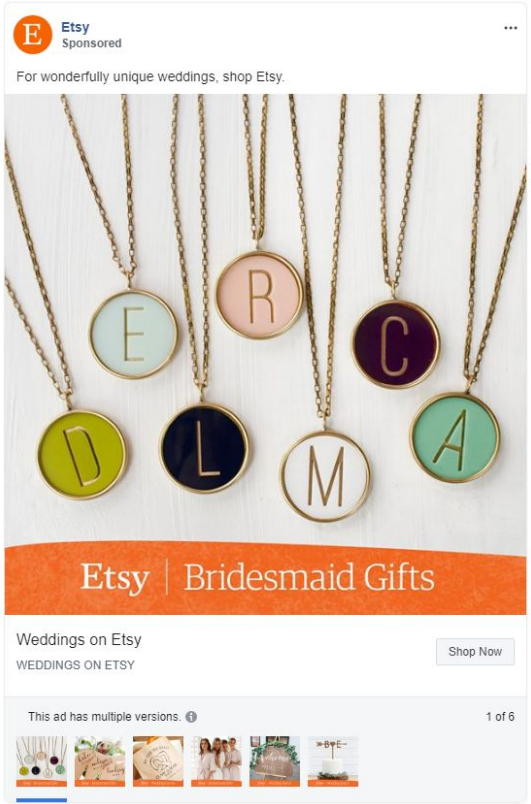
EXAMPLE: News Feed Ad

- **VISUAL -** High def photo, amazing attention grabbing bright colors.
- **RELEVANT -** Again, I like and frequent wine based pages. They did perfect targeting the interest “wine” which is probably getting them a near 10 Facebook relevance score!
- **VALUE PROPOSITION -** Great use of TEXT OVERLAY to state the value… “unbox better wine”!
- **CALL-TO-ACTION -** “Sip the Winc Difference” is a subtle Headline, but nice call-to-action letting me know exactly what I am getting when I click this ad.

WINC
Sponsored
Off the vine and from the heart, we handcraft a world of exclusive wines just for you.
unbox
better
wine
Winc
get $20 off your first box
Sip the Winc Difference🍷
Winc promotions are an instant rebate applied to a portion of the purchase price of each product, shipping and handling. All…
SIP THE WINC DIFFERENCE🍷
Learn More

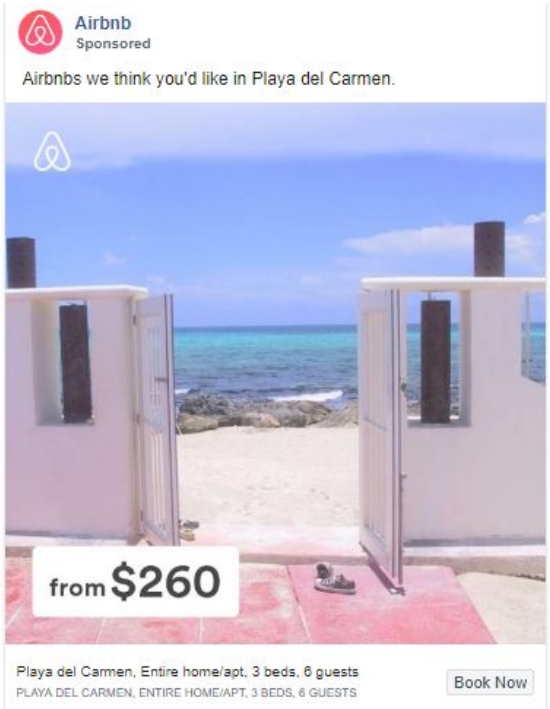
EXAMPLE: Carousel/Multi-Product Ad

- **VISUAL -** Alternating colors/products and clean crisp macro merchandise images in each carousel card.
- **RELEVANT -** They targeted brides… guaranteed high clicks here as this is super relevant targeting “recently engaged”!
- **VALUE PROPOSITION -** Every bride needs bridesmaids gifts… PLUS some of the slides offered XX% off with a coupon code.
- **CALL-TO-ACTION -** The “Shop Now” and “Sign Up” CTA button works great for my ads as they add a sense of urgency!



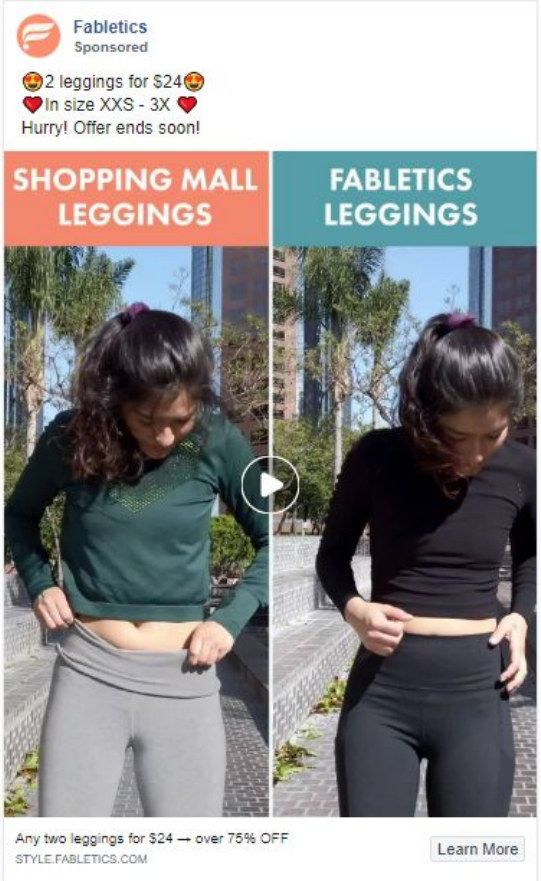
EXAMPLE: Retargeting Ad

- **VISUAL -** High def photo of the property I looked at for booking on Airbnb.
- **RELEVANT -** I actually searched this listing! They got right to the point in the text and asked “Airbnbs we think you’d like in Playa del Carmen”… oh yes I would!
- **VALUE PROPOSITION -** A discounted price as a text overlay right on the photo!
- **CALL-TO-ACTION -** BOOK NOW… At this lower price… I better buy it out now!


Airbnb
Sponsored
Airbnbs we think you'd like in Playa del Carmen.
from $260
Playa del Carmen, Entire home/apt, 3 beds, 6 guests
PLAYA DEL CARMEN, ENTIRE HOME/APT, 3 BEDS, 6 GUESTS
Book Now

EXAMPLE: Boosted Post Ad

- **VISUAL -** Gorgeous, fit woman in the athletic gear. Perfect side by side comparison. Let your customers know what they will look like in your gear!
- **RELEVANT -** They targeted women with the interests Lululemon, yoga, and workout classes. Plus the video comparing leggings is also a nice way to capture a potential customers attention!
- **VALUE PROPOSITION -** 2 pairs of leggings for $24! I love ads that use both the text and image for showing value.
- **CALL-TO-ACTION -** “Hurry! Offer ends soon!” The shopper will want to click asap to not miss the sale!



Facebook Ad Copy

Ad Copy 101

Ad Copy = Text in your Advertisement

- Your Ad Copy should focus on the OUTCOME your buyer will obtain with your product/service.

- While stating your product/service FEATURES is important, your main focus should be on harnessing the powerful sales tactic of portraying the OUTCOME your product/service provides customers!

Ad Copy 101

Ad Copy should focus on the following **FOUR** factors:

1. **Outcome** - Play on your customers EMOTIONS! Brands who pair outcomes with human emotions will see very successful ads (i.e. solve a person's frustrations -- watch infomercials for examples of this!) People want to buy a SOLUTION to a problem they have!
2. **Credibility** - This can be via social clout (i.e. social media followers), testimonial videos, celebrity endorsements, total customers/sales/OUTCOMES (e.g. 300,000+ students)!
3. **Features** - What makes your product different/better and will ATTRACT your target market? State the facts, benefits, sales price (you can save on wasted clicks by stating the price upfront).
4. **Relevance** - Make your ad copy RELEVANT to who you are delivering your ad to. For example, I will state a common PROBLEM (picking up dog poop) my target market (interest = dogs) has that my product (hands-free scooper) is a SOLUTION to! Speak to who you are targeting, PERSONALIZATION wins (i.e. “Dog owners love this NO poo touch scooper!”)

****Notice how my problem/solution ad copy example uses #1… SELL OUTCOMES!*

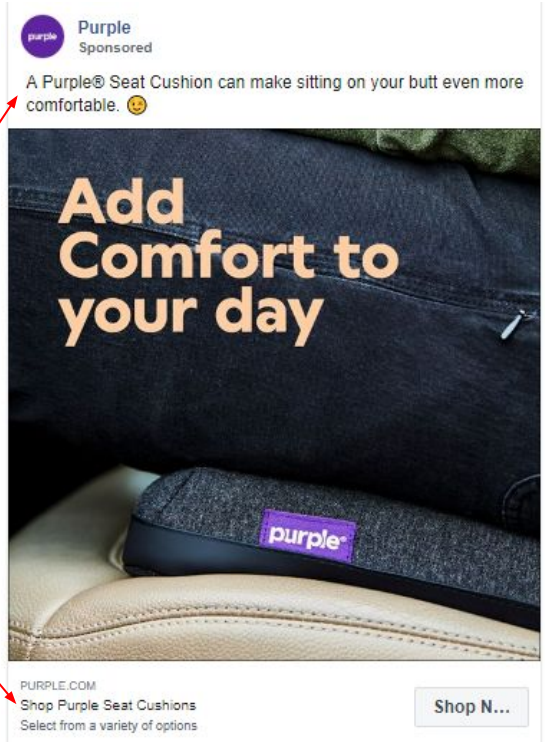
Facebook Ad Copy Best Practices

After running thousands of ads for our clients over the years, we have discovered the following ad copy guidelines work best:

- **Ad Text** = Less than 20 words, pique curiosity, sell the outcome, and include at least 1 emoji → My favorite for lists: https://emojipedia.org/check-mark-button

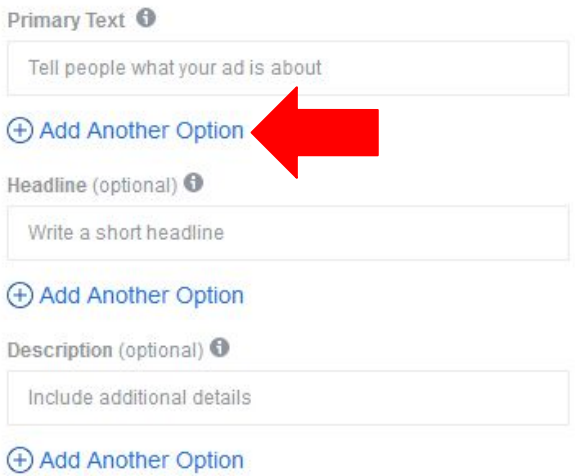
- **Ad Headline** = Less than 6 words, hook the user, and MAKE them want to click!

✔️ Simple and straightforward works best!



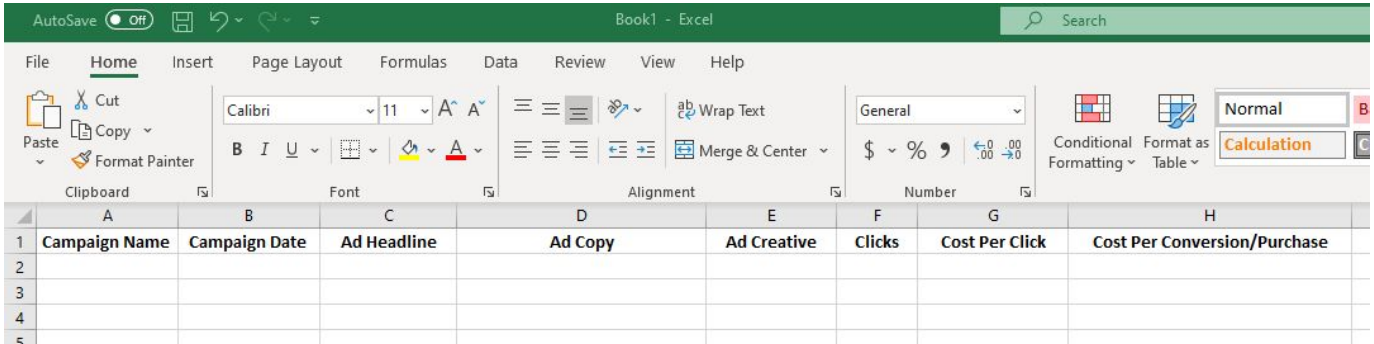
Facebook Ad Copy Best Practices

- Test in BULK! You can test multiple variables at once in your Facebook ad campaign via the **Dynamic Creatives** feature.
- Rather than assuming the first ad copy that pops into your head will work great, **TEST** as many variations as possible!
- On the AD level, while creating a new campaign, you can choose to "**Add Another Option**" for each ad copy field!
- There is no perfect ad copy formula! Instead you can TEST to see what works best with every varying target market!



Facebook Ad Copy Best Practices

- Track everything you **TEST**! While Facebook Ads Manager is great for looking at past ad campaigns, you should also create an excel doc to track every headline, ad copy, ad creative (image/video), clicks, engagement... **EVERYTHING** that results in leads/sales/customers!
- This document will start to become a real asset that will help you shape future ad copy and ad creative because you will be able to see which ad variables equal **RESULTS**!
- You can also use this document to TRACK what other companies are using for their Facebook ads. You will learn how to look at other brands Facebook/Instagram ads later in this lecture in "The Ultimate Ad Hack" section!



	A	B	C	D	E	F	G	H
1	Campaign Name	Campaign Date	Ad Headline	Ad Copy	Ad Creative	Clicks	Cost Per Click	Cost Per Conversion/Purchase
2								
3								
4								

Facebook Ad Copy Best Practices

https://www.facebook.com/policies/ads

- A biggest issue I hear from students is their ads getting rejected. Before EVER creating a Facebook Ad, reading Facebook's Advertising Policies is required!

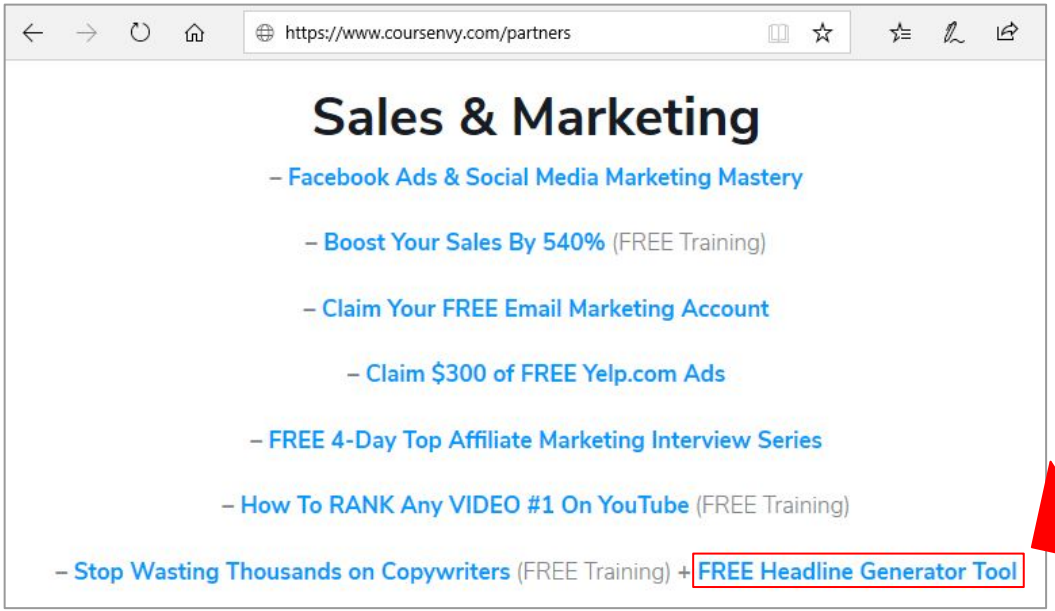
- The most common reason for rejected ads is "Misleading Claims". Ads must NOT contain unrealistic results or false claims.

- Never make a specific claim like "get rich/make money" or "lose XX pounds". Rather, keep your ad copy focused on hooking the users attention, piquing their curiosity, and selling the outcome!

EXAMPLE: *Interested in the BEST way to rapidly (and safely) transform your body...* ✋

FREE Headline Writing Software

https://www.coursenvy.com/partners


https://www.coursenvy.com/partners
Sales & Marketing
– Facebook Ads & Social Media Marketing Mastery
– Boost Your Sales By 540% (FREE Training)
– Claim Your FREE Email Marketing Account
– Claim $300 of FREE Yelp.com Ads
– FREE 4-Day Top Affiliate Marketing Interview Series
– How To RANK Any VIDEO #1 On YouTube (FREE Training)
– Stop Wasting Thousands on Copywriters (FREE Training) + FREE Headline Generator Tool

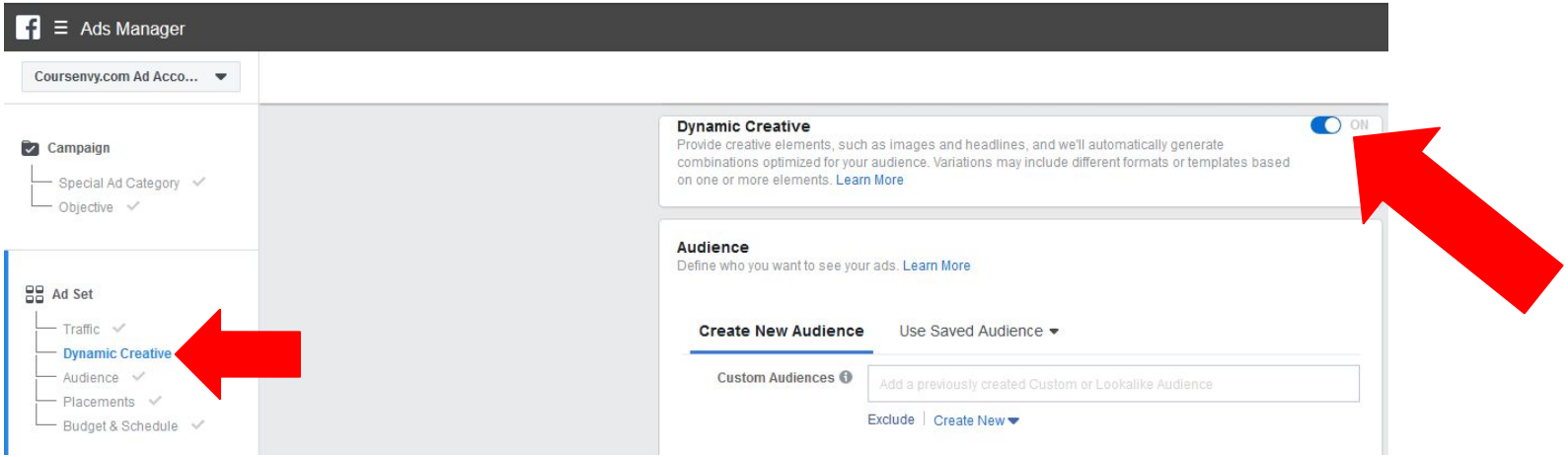
Facebook Ad Creative

Facebook Ad Creative Best Practices

- The #1 rule for your Facebook Ad creative (images and videos) is to TEST TEST TEST!
- Like ad copy, there is NO perfect recipe for great ad creatives.
- You can ASSUME all day what you think will perform best with your audience, but until you test the image or video, you won't know which one gets more clicks and conversions!

Facebook Ad Creative Best Practices

- You can test multiple images or videos in your ad by toggling on the **Dynamic Creative** option at the AD SET level when creating a new campaign.



Facebook Ad Creative Best Practices

- Look at TOP brands and competitors for inspiration!
- Always use HIGH resolution images.
- Avoid using stock photos! Users prefer AUTHENTIC images and videos, even if you are just using your cell phone to capture the media. We see amazing results from PERSONAL photos, such as a ***customer selfie*** with them holding our product (**PRO TIP:** I will run contests awarding a free gift card to my store for the BEST product selfie submission… win win)!
- Make your ad creative (and ad copy) RELEVANT to who you are delivering your ad to (e.g. if I am targeting DOG as the interest, having a dog in my photo is relevant to this audience). **EXAMPLE:** I will use an ATTENTION GRABBING image with a dog using my product for Top of Funnel cold users. Then I will use a product image slideshow/video with text overlay customer testimonials for my product, targeting my Bottom of Funnel warm user.
- Think MOBILE first. Don't include text so small on the image/video that users won't be able to read it on their phone.

Facebook Ad Creative Case Study

A great case study on ad creative testing is the Trump Facebook campaign from 2016.

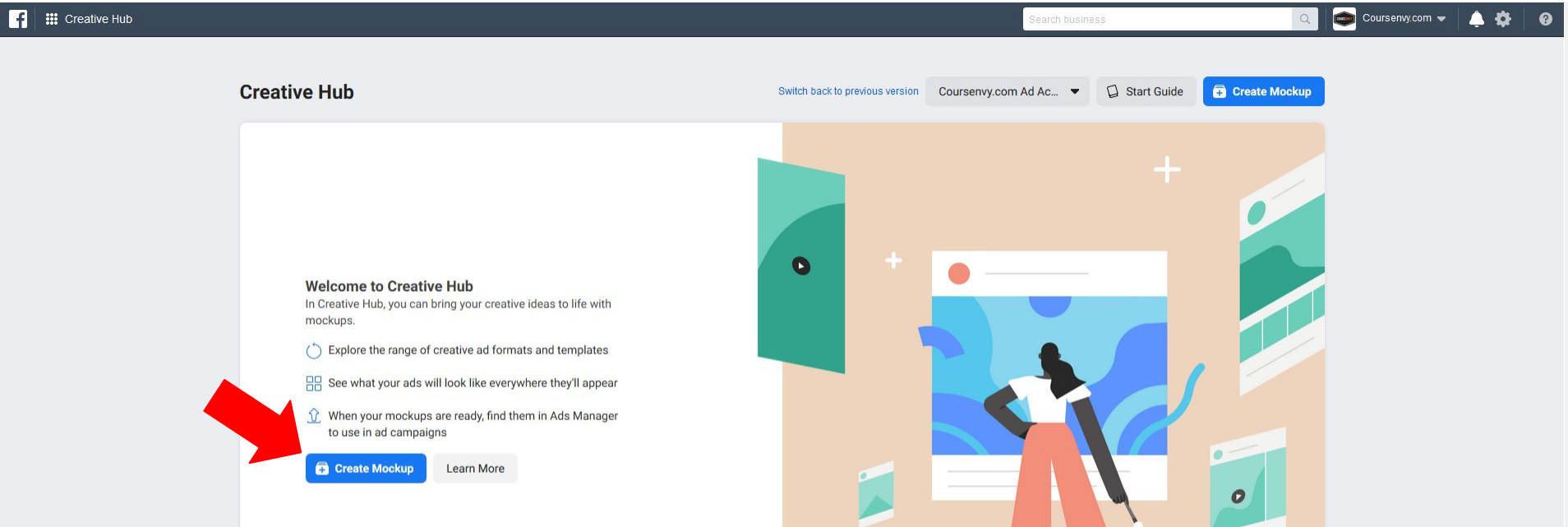
They tested THOUSANDS of variables in their ad creatives including colors, logos, icons, buttons, images, faces, text, graphics, etc.

No matter your political party affiliation, this is a case study worth reviewing to understand the importance of split testing ad variables:

- Trump Facebook Campaign Manager **Video Link #1** + **Video Link #2**

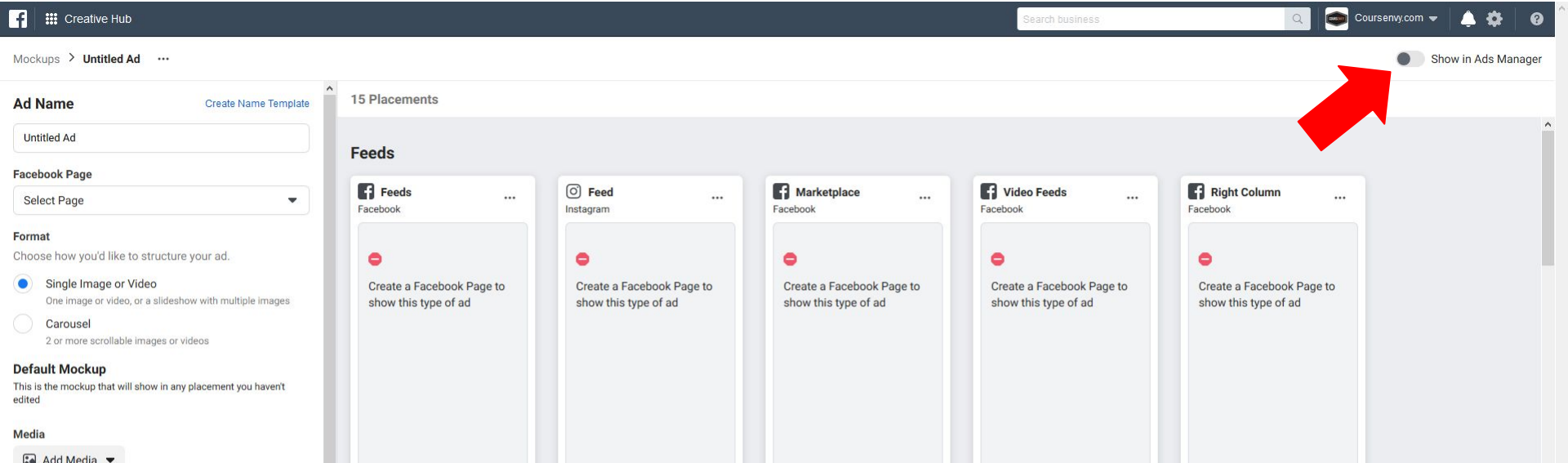
Creative Hub

You can test and build your brand's ad creative's using the [Facebook Creative Hub](#).


Creative Hub
Search business
Coursenvy.com
Creative Hub
Switch back to previous version
Coursenvy.com Ad Ac...
Start Guide
Create Mockup
Welcome to Creative Hub
In Creative Hub, you can bring your creative ideas to life with mockups.
Explore the range of creative ad formats and templates
See what your ads will look like everywhere they'll appear
When your mockups are ready, find them in Ads Manager to use in ad campaigns
Create Mockup
Learn More

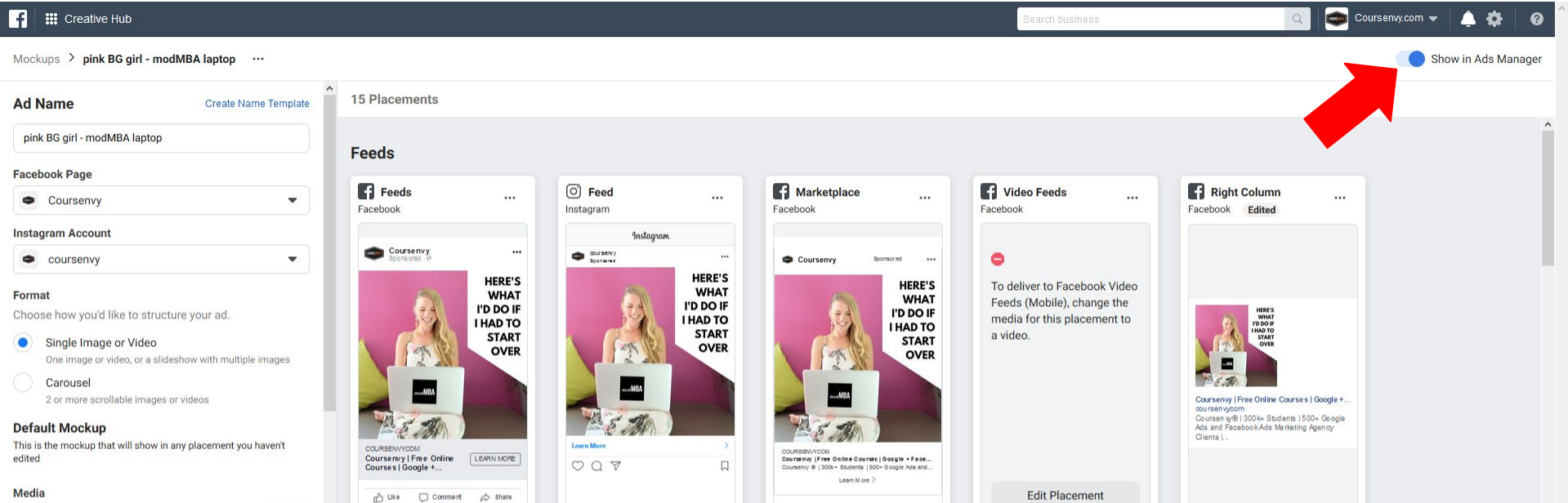
Creative Hub → Create Mockup

- You can use the Creative Hub Mockup tool to see how your ad creatives will look for each type of ad placement. Once complete, toggle on the "**Show in Ads Manager**" option and use this creative when building your next ad campaign.



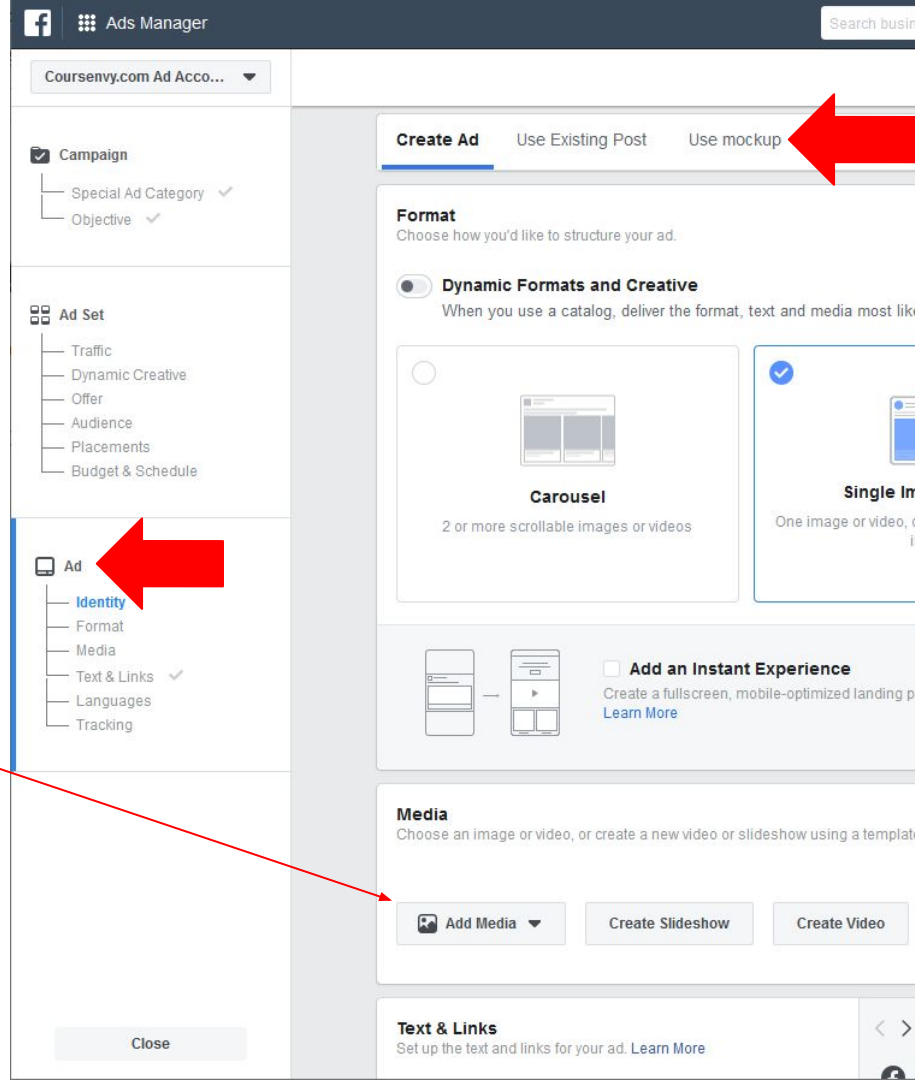
Creative Hub → Create Mockup

- Using the Creative Hub Mockup tool is optional. I prefer building my ad creatives on Canva.com, then uploading them directly on the AD level when creating a new ad campaign.



Ad Creative → Mockups

- When creating a new ad campaign on the AD level, you can select your past created **Mockups** (via Creative Hub) by clicking the "**Use mockup**" option.
- The other option (we use) is uploading (or selecting) the ad media (image or video) we created via the **Add Media** menu.



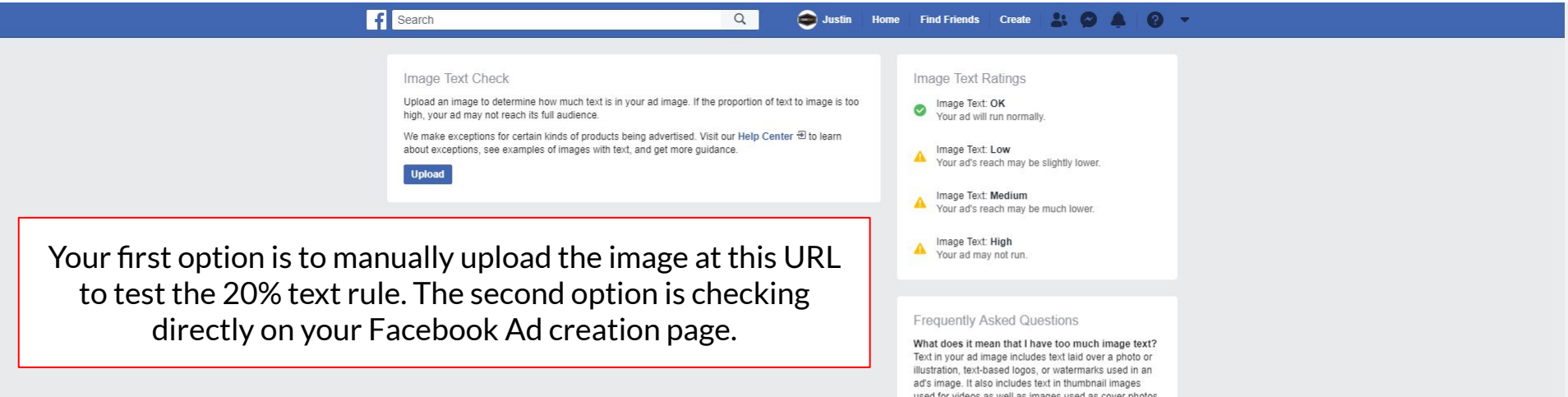
PRO TIP: The Best Ad Creative Includes Text

- Some of my best performing ads include the use of HAPPY and ATTRACTIVE people (specifically WOMEN)… so test using PEOPLE in your ad creatives!
- Make sure your images match the brains naturally reading flow… *top to bottom*, *left to right*. For this example, I want users to see the female student image first, then the "modMBA" brand logo on the laptop, then the text value proposition "*HERE'S WHAT I'D DO IF I HAD TO START OVER*".
- I use bright colors and ATTENTION GRABBING text overlay on nearly ALL of my ad images and videos! Just make sure to follow the **20% text rule**.

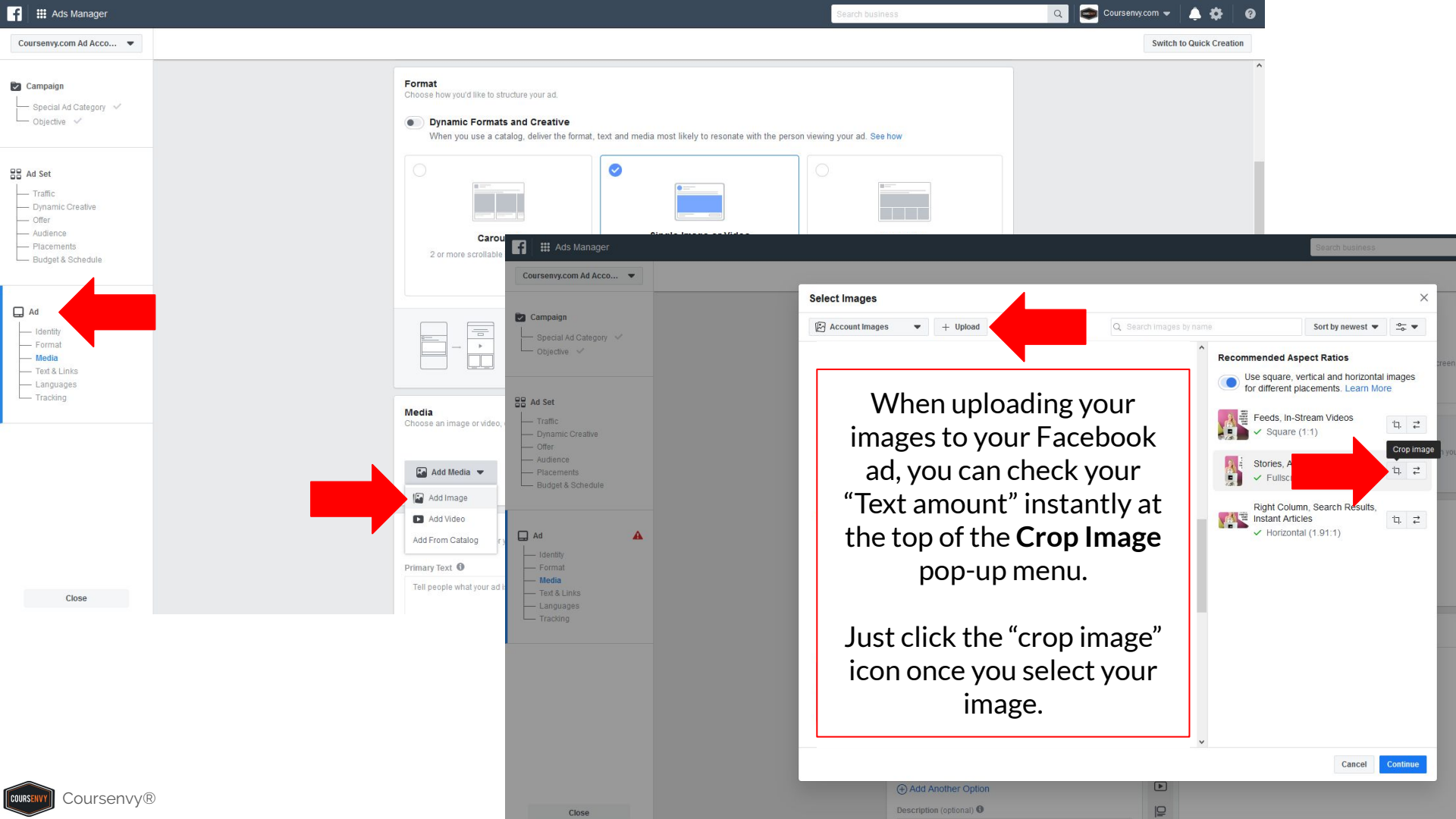
Text Overlay Facebook Ad Rule

https://www.facebook.com/ads/tools/text_overlay

Facebook's advertising guidelines include a 20% text rule. This means that the text on ad images and videos **cannot take up more than 20%** of the ad creative.

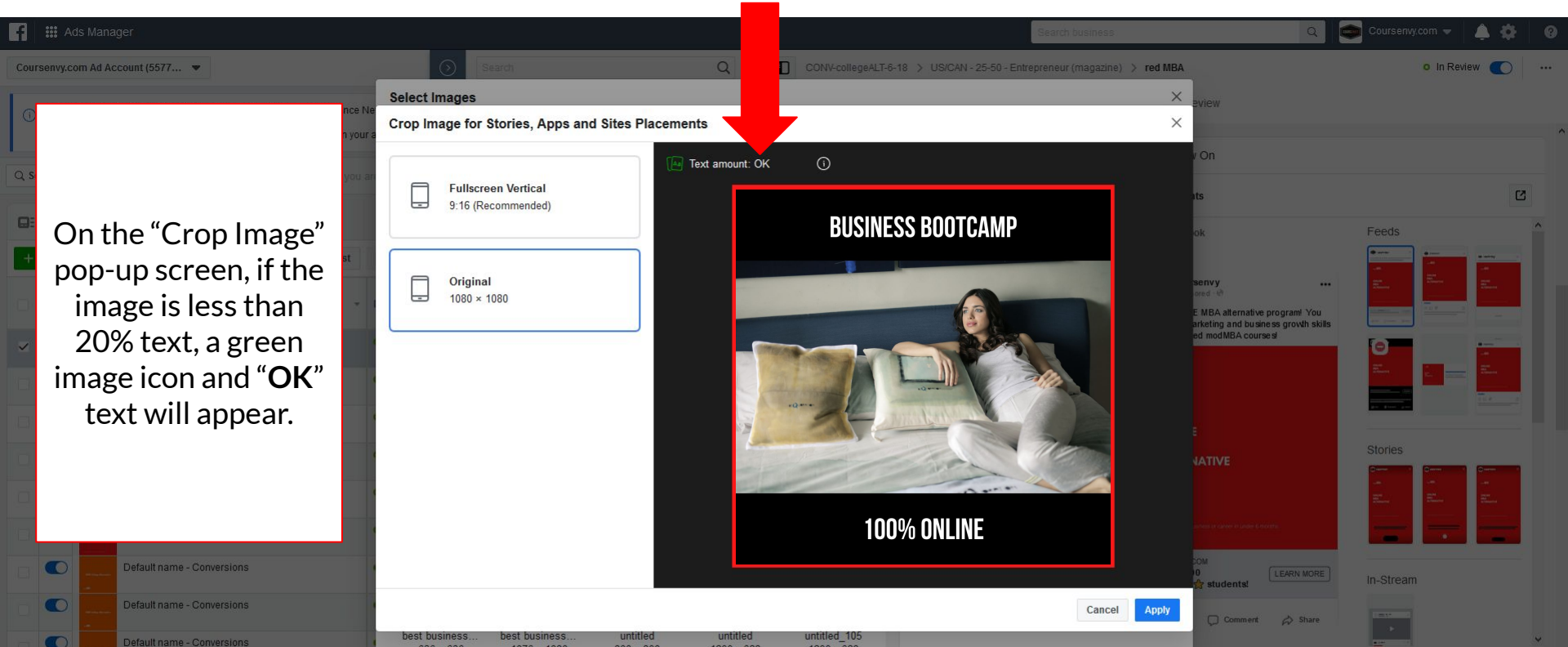

Search
Justin
Home
Find Friends
Create
Image Text Check
Upload an image to determine how much text is in your ad image. If the proportion of text to image is too high, your ad may not reach its full audience.
We make exceptions for certain kinds of products being advertised. Visit our Help Center to learn about exceptions, see examples of images with text, and get more guidance.
Upload
Image Text Ratings
Image Text: OK
Your ad will run normally.
Image Text: Low
Your ad's reach may be slightly lower.
Image Text: Medium
Your ad's reach may be much lower.
Image Text: High
Your ad may not run.
Frequently Asked Questions
What does it mean that I have too much image text?
Text in your ad image includes text laid over a photo or illustration, text-based logos, or watermarks used in an ad's image. It also includes text in thumbnail images

Your first option is to manually upload the image at this URL to test the 20% text rule. The second option is checking directly on your Facebook Ad creation page.


Ads Manager
Coursenvy.com Ad Acco...
Switch to Quick Creation
Campaign
Special Ad Category
Objective
Ad Set
Traffic
Dynamic Creative
Offer
Audience
Placements
Budget & Schedule
Ad
Identity
Format
Media
Text & Links
Languages
Tracking
Close
Format
Choose how you'd like to structure your ad.
Dynamic Formats and Creative
When you use a catalog, deliver the format, text and media most likely to resonate with the person viewing your ad. See how
2 or more scrollable
Media
Add Media
Add Image
Add Video
Add From Catalog
Primary Text
Select Images
Account Images
Upload
Search images by name
Sort by newest
Recommended Aspect Ratios
Use square, vertical and horizontal images for different placements. Learn More
Feeds, In-Stream Videos
Square (1:1)
Crop image
Right Column, Search Results, Instant Articles
Horizontal (1.91:1)
Cancel
Continue
When uploading your images to your Facebook ad, you can check your "Text amount" instantly at the top of the Crop Image pop-up menu.
Just click the "crop image" icon once you select your image.
Add Another Option
Description (optional)

Text Overlay Facebook Ad Rule

On the “Crop Image” pop-up screen, if the image is less than 20% text, a green image icon and “**OK**” text will appear.

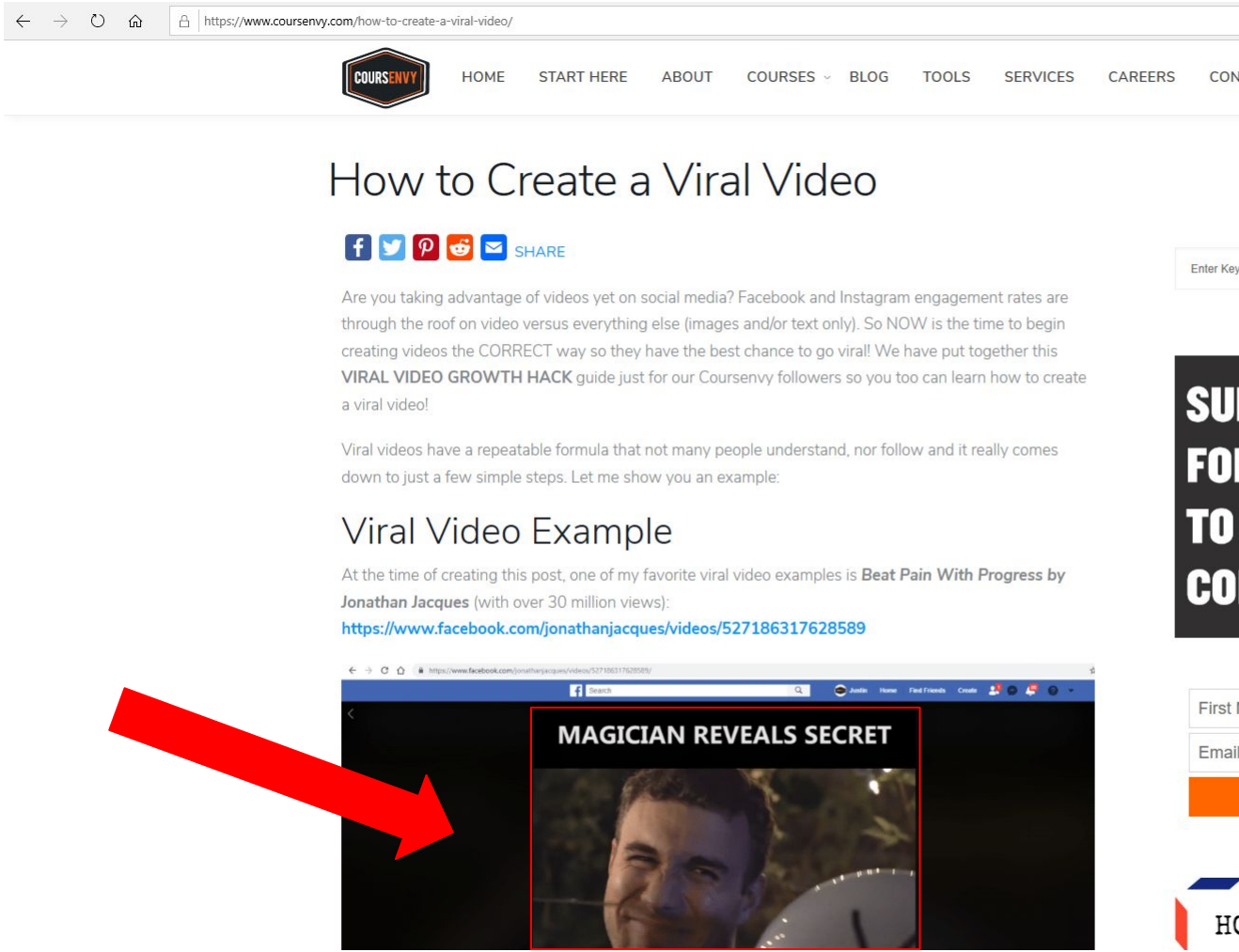


Text Overlay Split Test

Test including a CTA (Call-To-Action) **text overlay** above and/or below the image or video ad.

This really grabs the users attention when paired with a video!

https://www.coursenvy.com/how-to-create-a-viral-video


https://www.coursenvy.com/how-to-create-a-viral-video/
COURSENVY
HOME
START HERE
ABOUT
COURSES
BLOG
TOOLS
SERVICES
CAREERS
How to Create a Viral Video
SHARE
Are you taking advantage of videos yet on social media? Facebook and Instagram engagement rates are through the roof on video versus everything else (images and/or text only). So NOW is the time to begin creating videos the CORRECT way so they have the best chance to go viral! We have put together this VIRAL VIDEO GROWTH HACK guide just for our Coursenvy followers so you too can learn how to create a viral video!
Viral videos have a repeatable formula that not many people understand, nor follow and it really comes down to just a few simple steps. Let me show you an example:
Viral Video Example
At the time of creating this post, one of my favorite viral video examples is Beat Pain With Progress by Jonathan Jacques (with over 30 million views):
https://www.facebook.com/jonathanjacques/videos/527186317628589
MAGICIAN REVEALS SECRET

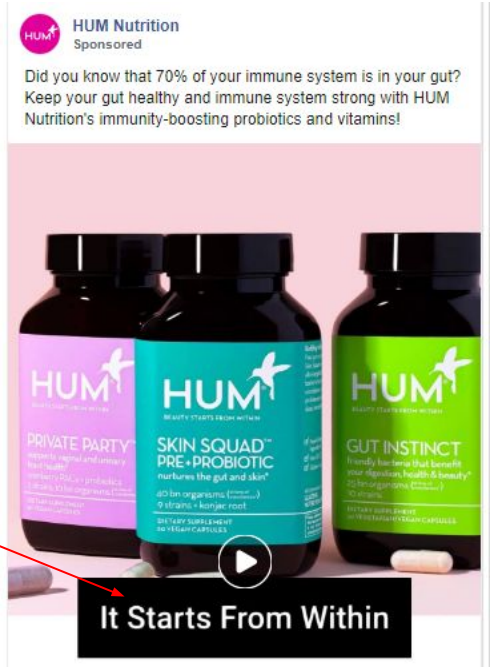
Text Overlay Example

Use text overlay on videos or images to help sell what you stated in the ad copy.

EXAMPLE: https://www.facebook.com/humnutrition

This HUM Nutrition ad uses text overlay perfectly with bright visuals behind the black text bar stating the products **VALUE PROPOSITIONS** in a white text.

PRO TIP: We see great results from "product image slideshow" videos paired with written reviews appearing at the bottom of the video ad. We will also paste a written review with "⭐⭐⭐⭐⭐" for attention grabbing ad copy!


HUM Nutrition
Sponsored
Did you know that 70% of your immune system is in your gut? Keep your gut healthy and immune system strong with HUM Nutrition's immunity-boosting probiotics and vitamins!
HUM
PRIVATE PARTY
HUM
SKIN SQUAD PRE+PROBIOTIC
HUM
GUT INSTINCT
It Starts From Within

Text Overlay Example

Look at this example by:
https://www.facebook.com/MyPillow

They included their My Pillow LOGO for brand awareness in the image, as well as their CALL TO ACTION of "***BUY ONE GET ONE***".

The Ultimate Ad Hack

The Ultimate Ad Hack

How would you like to spy on your competitor's ads and see exactly what ad copy, images, and videos they are using?

Talk about saving time and money on testing! If you could look at what big brands, huge budgets, and PAID PROFESSIONAL TEAMS of marketers have split test and decided on as their final ads… this would be priceless information, right?!

Well it is possible with the **Facebook Ad Library**!

Step #1 For Every Client

When we get a new marketing client lead at Coursenvy, the FIRST thing we do is market research!

What are competitors of this brand doing online?

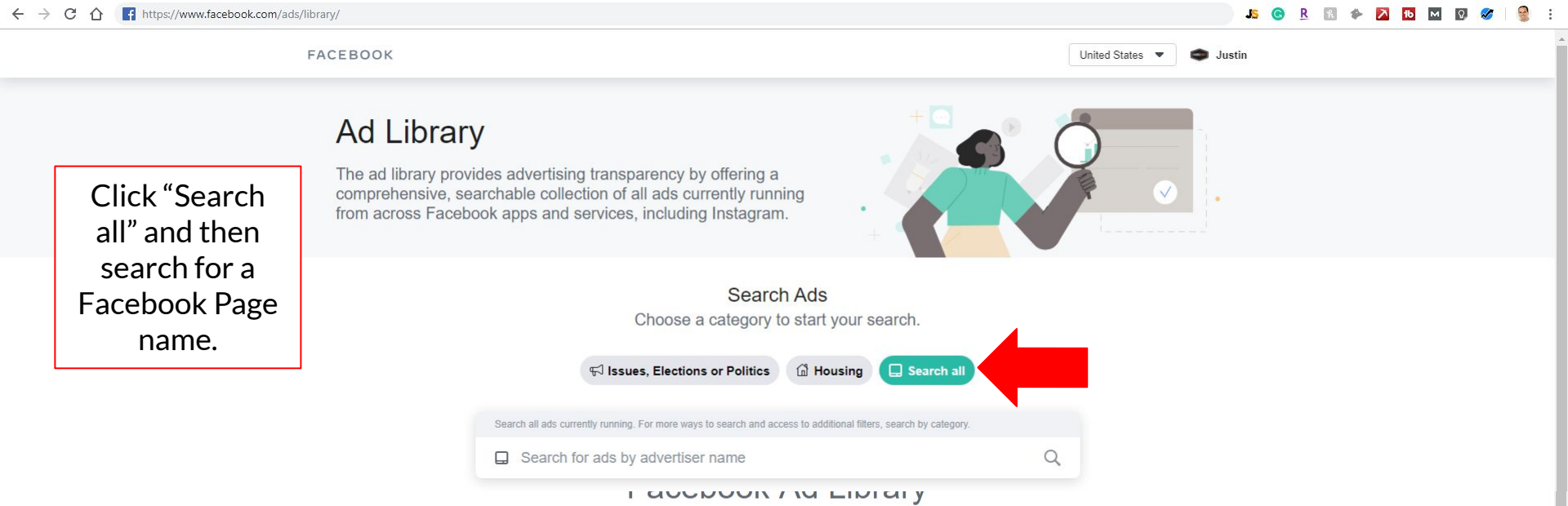
What keywords, phrases, and copywriting do they use in their ads and landing pages?

What types of visuals are being used to convey their value proposition?

See How We Breakdown Our Coursenvy Marketing Ad Agency Packages:
https://learn.coursenvy.com/p/coursenvy-marketing-ad-agency-packages

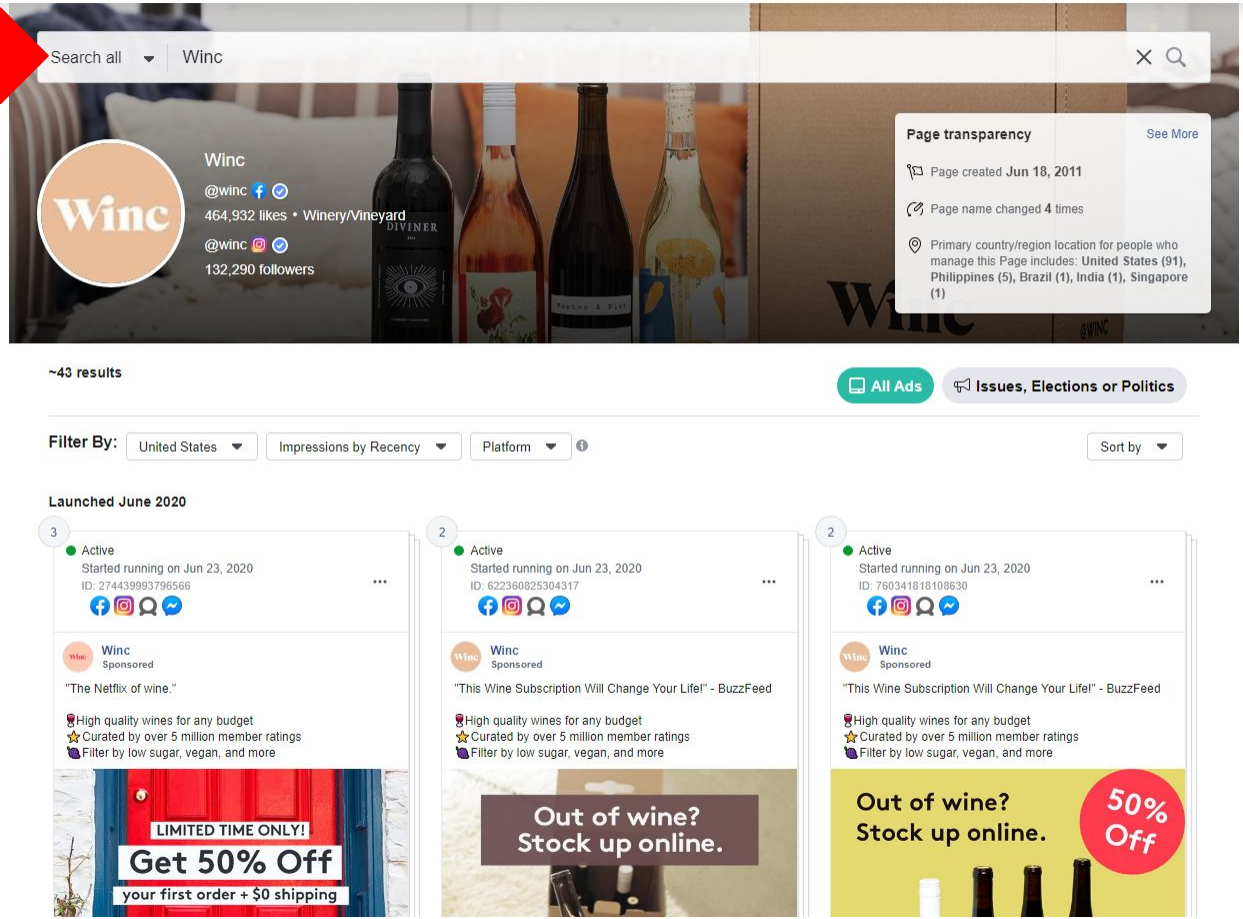
Facebook Ad Library

www.facebook.com/ads/library

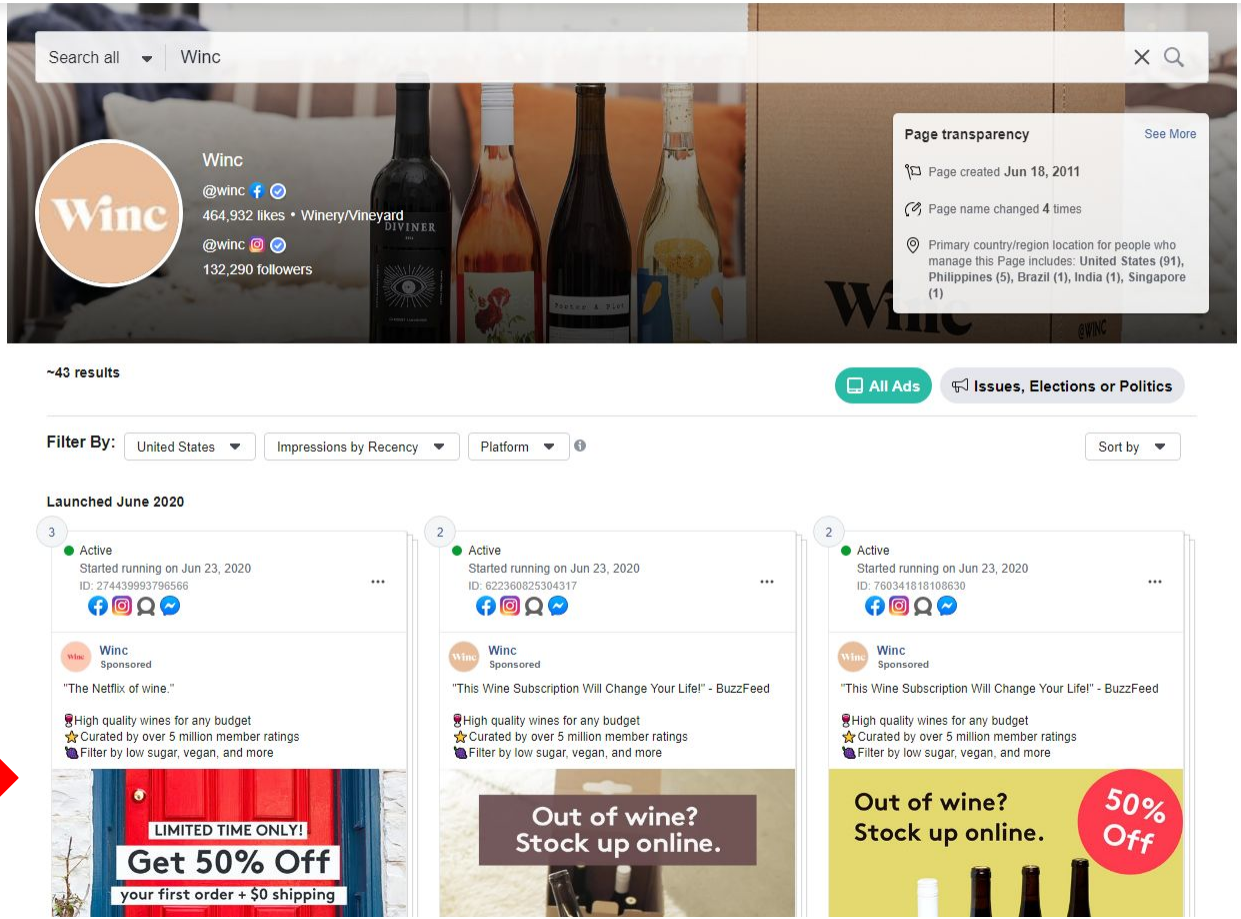

https://www.facebook.com/ads/library/
FACEBOOK
United States
Justin
Ad Library
The ad library provides advertising transparency by offering a comprehensive, searchable collection of all ads currently running from across Facebook apps and services, including Instagram.
Search Ads
Choose a category to start your search.
Issues, Elections or Politics
Housing
Search all
Search all ads currently running. For more ways to search and access to additional filters, search by category.
Search for ads by advertiser name

Click “Search all” and then search for a Facebook Page name.

For this example, I searched the wine subscription company “WINC”.



Scroll down to view all the active ads.



Filter By: United States

Active
Started running on Jun 5, 2019
This ad has multiple versions.
WINC
Sponsored
1. Take our wine taste quiz. ✅ 2. Get wines matched to your palate. ✅ 3. Enjoy $20 off your first box. ✅ 4. Discover your new favorite bottles. ✅
Can we guess your perfect wine-up?
Take the Quiz, Discover Your Bottles >>
Winc promotions are an instant rebate applied to a portion of the purchase price of each product, shipping and handling. All...
TAKE THE QUIZ, DISCOVER YOUR BOTTLES >>
Learn More
See Ad Details

Active
Started running on Jun 4, 2019
WINC
Sponsored
Get expertly curated wines delivered to your door every month.
Bottles start at just $13.
Shipping included.
No monthly commitment.
Unbox. Uncork. Unwind.
Winc
Enjoy $20 Off Your First Box >>
Winc promotions are an instant rebate applied to a portion of the purchase price of each product, shipping and handling. All...
WINC.COM
Learn More
See Ad Details

I like to scroll all the way to the bottom to see the ads that have been running the longest as these are typically not split tests (i.e. new ads).

I want to see the tried and true long term ads as these are a culmination of the best variables!

Filter By: United States

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Enjoy $20 Off Your First Box >>
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WINC.COM
Learn More
See Ad Details

To learn more about the ad, click the "See Ad Details" link.

Multiple versions of this ad ⓘ 1 of 2

Winc
Sponsored
ID: 1448602528675720

"Winc is like having thousands of wine enthusiasts pick out bottles just for you."✨

🍷High quality wines for any budget
⭐Curated by over 5 million member ratings
🍇Filter by low sugar, vegan, and more

WINC.COM
Get 50% Off Your First Order
$0 shipping. Zero regrets.
Get Offer

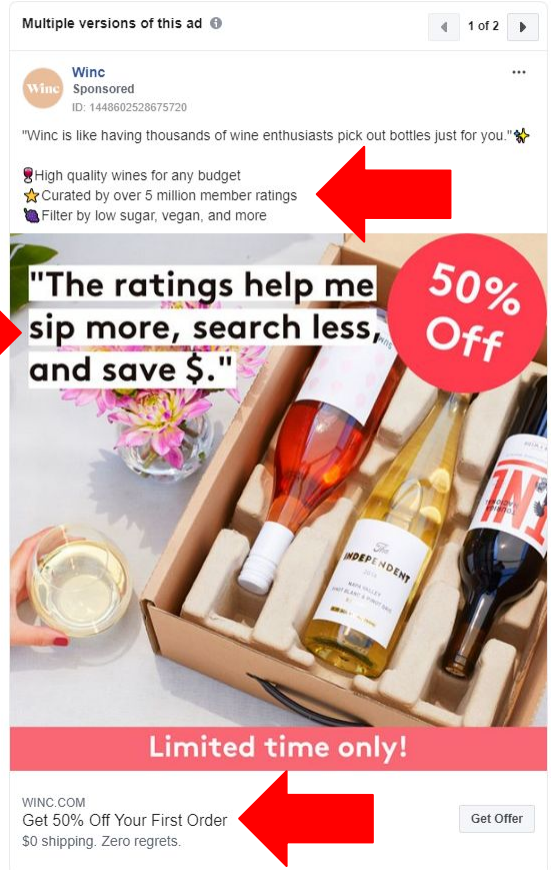
Page

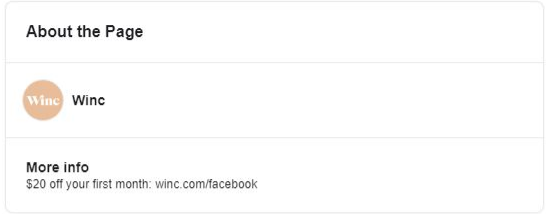
Winc

More info
$20 off your first month: winc.com/facebook

On this page we can review ad variations.

← Ad Details


Multiple versions of this ad
1 of 2
Winc
Sponsored
ID: 1448602528675720
"Winc is like having thousands of wine enthusiasts pick out bottles just for you."
High quality wines for any budget
Curated by over 5 million member ratings
Filter by low sugar, vegan, and more
"The ratings help me sip more, search less, and save $."
50% Off
Limited time only!
WINC.COM
Get 50% Off Your First Order
$0 shipping. Zero regrets.
Get Offer



Analyze, document, and pull inspiration from the ad copy and images/videos.

Multiple versions of this ad 1 of 2

Winc
Sponsored
ID: 1448602528675720

"Winc is like having thousands of wine enthusiasts pick out bottles just for you."

High quality wines for any budget
Curated by over 5 million member ratings
Filter by low sugar, vegan, and more

WINC.COM
Get 50% Off Your First Order
$0 shipping. Zero regrets.
Get Offer

About the Page

Winc

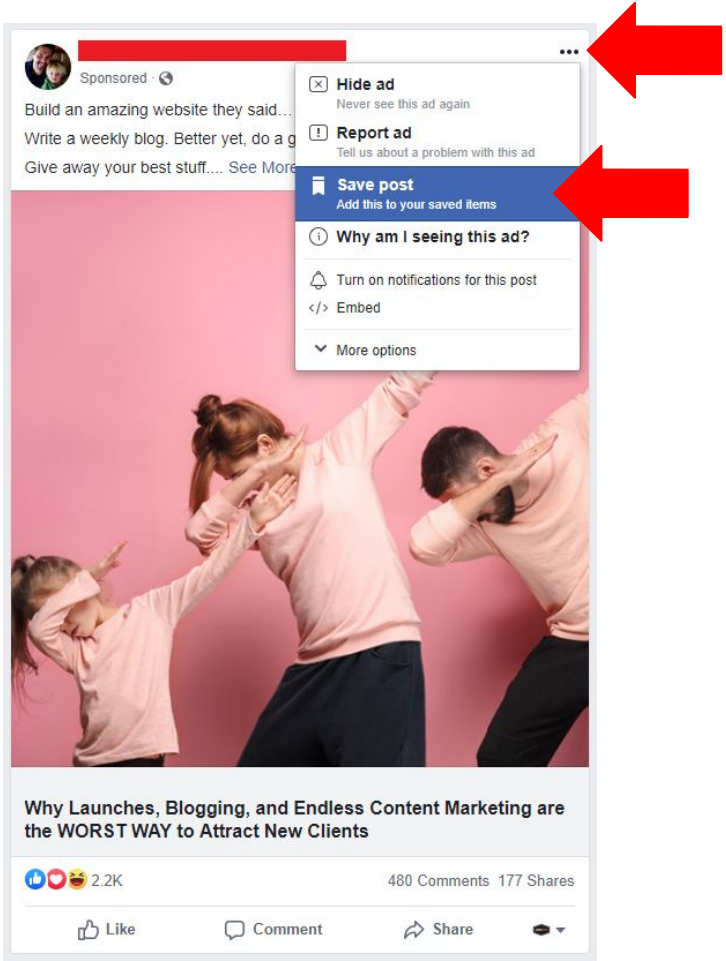
More info
$20 off your first month: winc.com/facebook

Click the CTA button and review the landing page. This is key as the landing page is just as important as the ad itself. Big companies split test landing pages too to minimize holes in their sales funnel (i.e. where customers exit).

Save Facebook Ads

https://www.facebook.com/saved

- Has an ad ever grabbed your attention while browsing social media? Next time, SAVE IT and use it as inspiration for your future ads.
- To save Facebook ads that catch your attention when scrolling your feed, click the “3 dots” menu in the top right corner of the post.
- In the dropdown menu, select the “Save post” option.
- Then just navigate to the URL above to view past posts/ads you have saved.


Sponsored ·
Build an amazing website they said…
Write a weekly blog. Better yet, do a g
Give away your best stuff.... See More
Hide ad
Never see this ad again
Report ad
Tell us about a problem with this ad
Save post
Add this to your saved items
Why am I seeing this ad?
Turn on notifications for this post
Embed
More options
Why Launches, Blogging, and Endless Content Marketing are the WORST WAY to Attract New Clients
2.2K
480 Comments 177 Shares
Like
Comment
Share

What Are Big Brands Doing?

Often times students think they have to be original and create their own unique ad copy and creative. While I agree to a certain extent, you also want to use every resource available to you, including researching your competitors and BIG brands (they have TEAMS in place for marketing and 6-7 figure ad budgets, so why not reverse engineer what they are doing for your own brand)!

- Google your competitors and BIG brands in your niche. Click on their Google Ads and websites to review their landing pages (make sure to write down notes and screenshot each step of their sales funnel)! Make sure to keep an eye out for RETARGETING ads you get from this brand, so you can screenshot and review them further too.
- Use the Facebook Ad Library to review various brand's Facebook and Instagram ads.
- Use the Chrome Extension "Facebook Pixel Helper" to review competitors pages for Facebook Events they are tracking.

Best Facebook Ad Examples

Best Facebook Ad Examples

The Best Facebook Ad Examples:
https://www.coursenvy.com/best-facebook-ad-examples

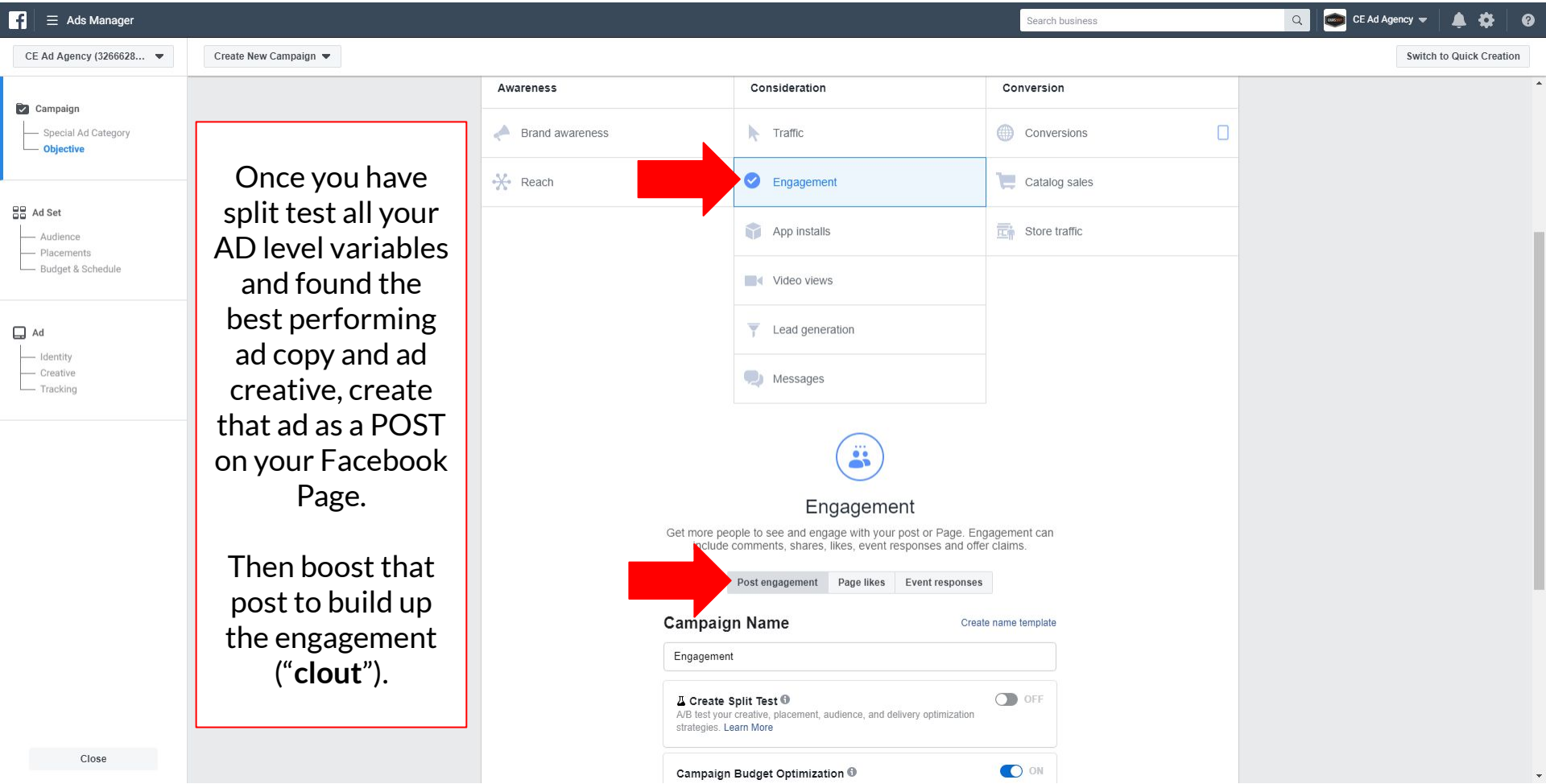
View the BEST ads selected by Facebook:
https://www.facebook.com/business/inspiration

PRO TIP: Best Facebook Ad Boost

- Get Facebook users to not only stop scrolling in their feed because of your perfect ad ELEMENTS/VARIABLES, but also because of your ads high “clout” on Facebook.

- By clout I mean engagement with your post via likes, comments, and shares!

Clout = Social Engagement



Once you have split test all your AD level variables and found the best performing ad copy and ad creative, create that ad as a POST on your Facebook Page.

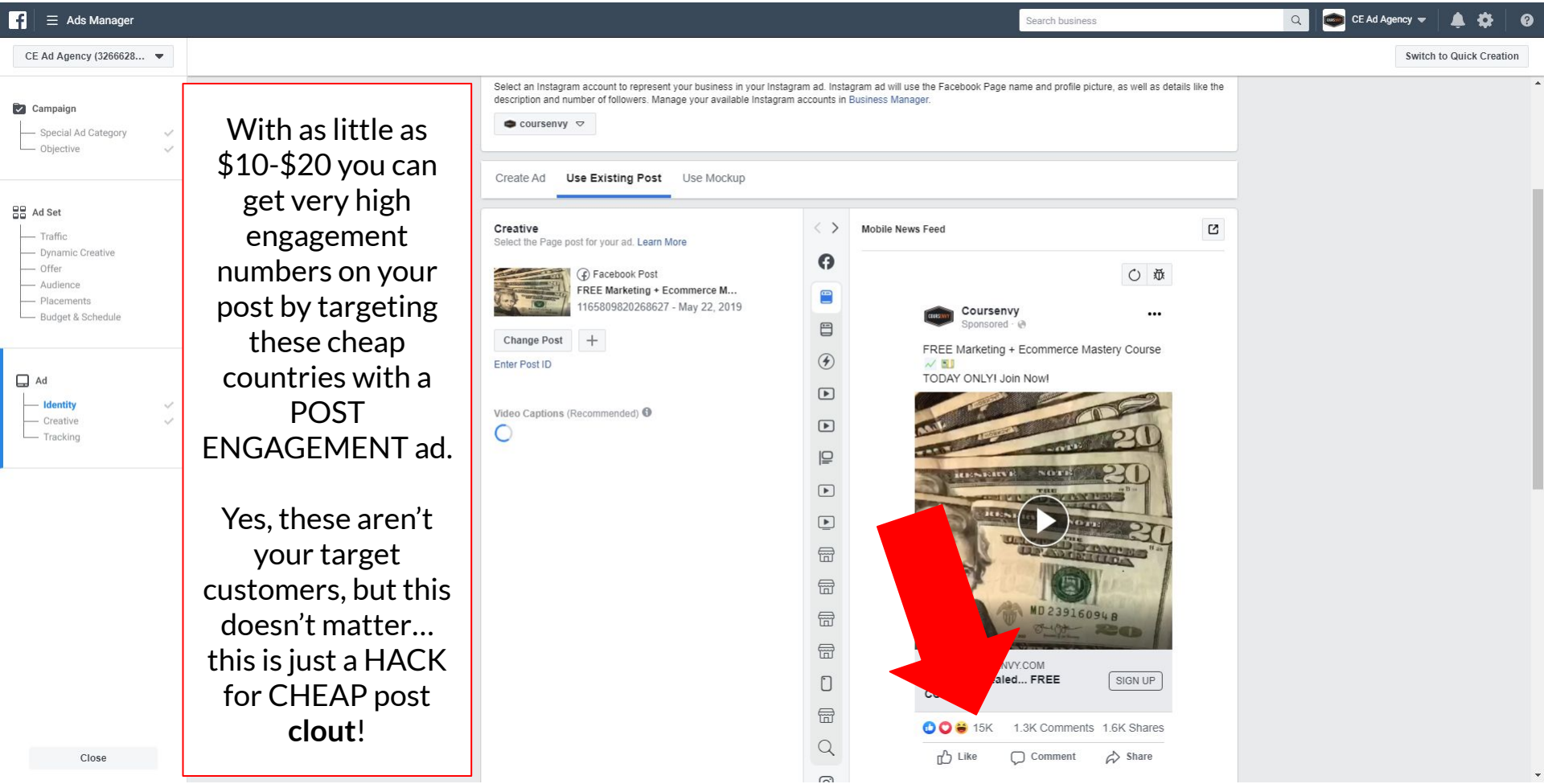
Then boost that post to build up the engagement ("**clout**").

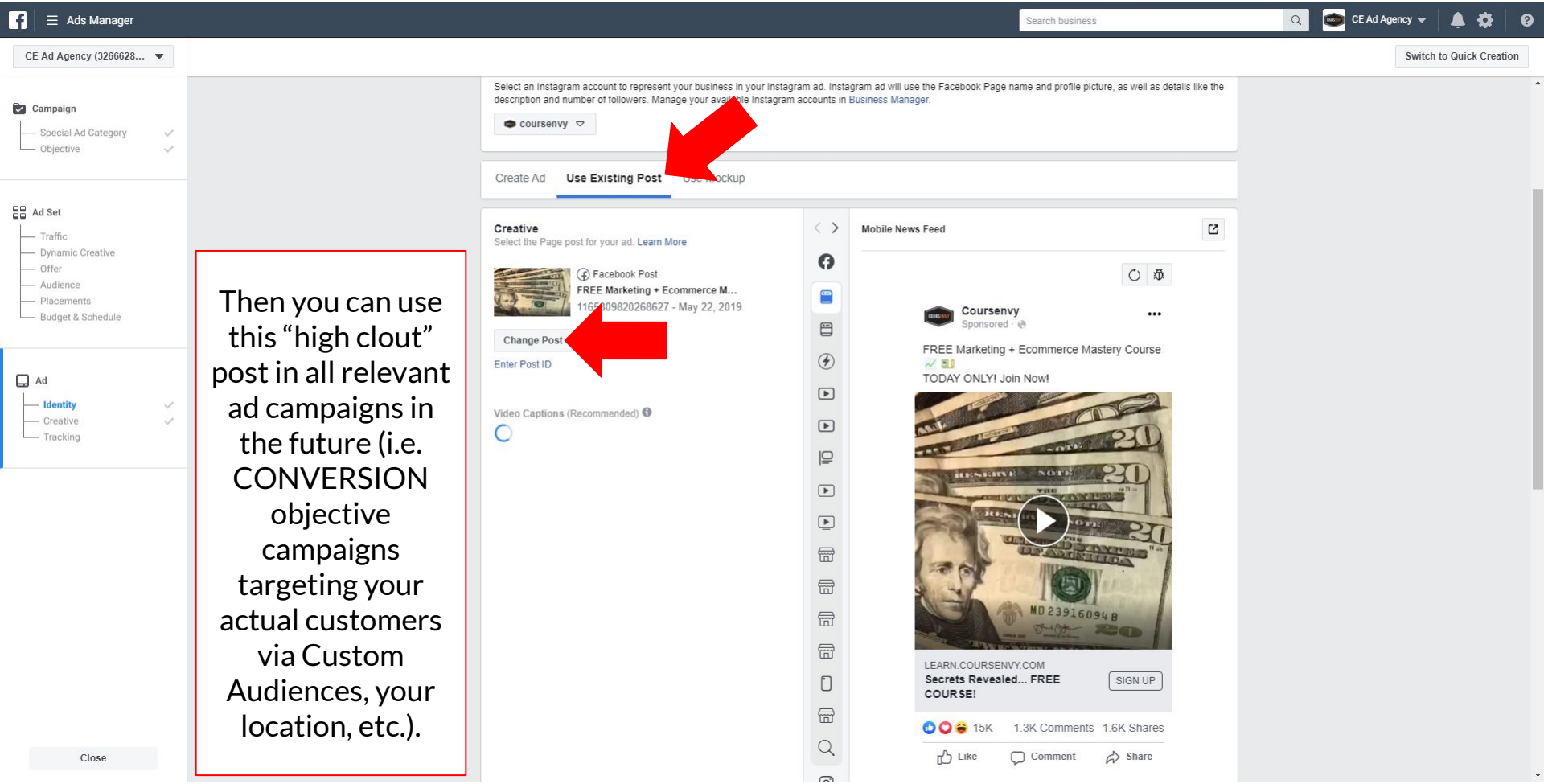
Cheap Engagement

Since we are only looking for social clout (likes, comments, shares) and don't plan to retarget this posts engagement via a Custom Audience…

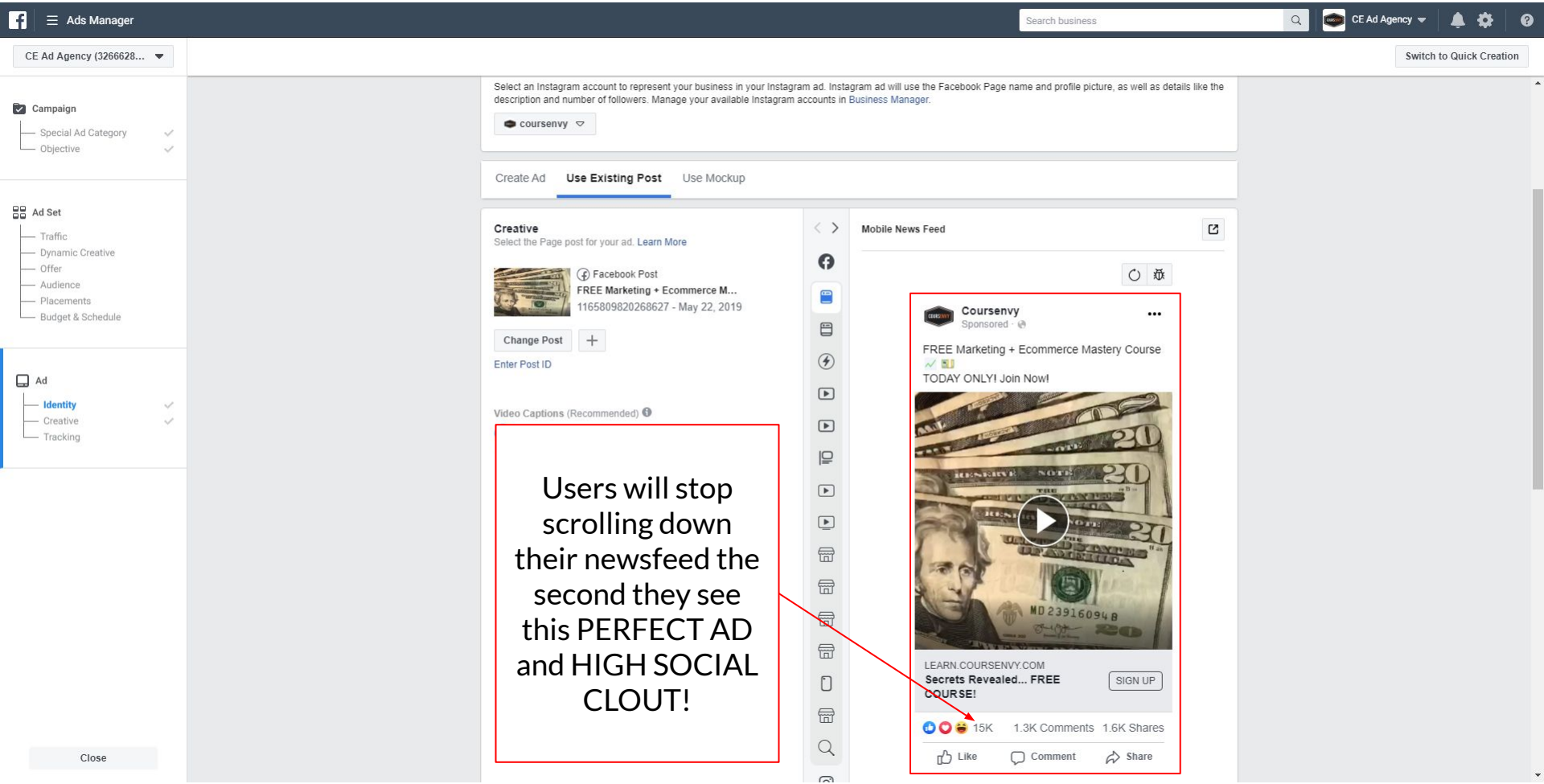
Before we use this post for our CONVERSION objective ads, we can get this clout for PENNIES by targeting locations on our "cheap countries list":

www.coursenvy.com/cheapest-countries-facebook-likes


Ads Manager
Search business
CE Ad Agency
CE Ad Agency (3266628...
Switch to Quick Creation
Campaign
Special Ad Category
Objective
Ad Set
Traffic
Dynamic Creative
Offer
Audience
Placements
Budget & Schedule
Ad
Identity
Creative
Tracking
Close
With as little as $10-$20 you can get very high engagement numbers on your post by targeting these cheap countries with a POST ENGAGEMENT ad.
Yes, these aren't your target customers, but this doesn't matter... this is just a HACK for CHEAP post clout!
Select an Instagram account to represent your business in your Instagram ad. Instagram ad will use the Facebook Page name and profile picture, as well as details like the description and number of followers. Manage your available Instagram accounts in Business Manager.
coursenvy
Create Ad
Use Existing Post
Use Mockup
Creative
Select the Page post for your ad. Learn More
Facebook Post
FREE Marketing + Ecommerce M...
1165809820268627 - May 22, 2019
Change Post
Enter Post ID
Video Captions (Recommended)
Mobile News Feed
Coursenvy
Sponsored
FREE Marketing + Ecommerce Mastery Course
TODAY ONLY! Join Now!
SIGN UP
15K
1.3K Comments
1.6K Shares
Like
Comment
Share



Then you can use this “high clout” post in all relevant ad campaigns in the future (i.e. CONVERSION objective campaigns targeting your actual customers via Custom Audiences, your location, etc.).


Ads Manager
Search business
CE Ad Agency
CE Ad Agency (3266628...
Switch to Quick Creation
Campaign
Special Ad Category
Objective
Ad Set
Traffic
Dynamic Creative
Offer
Audience
Placements
Budget & Schedule
Ad
Identity
Creative
Tracking
Close
Select an Instagram account to represent your business in your Instagram ad. Instagram ad will use the Facebook Page name and profile picture, as well as details like the description and number of followers. Manage your available Instagram accounts in Business Manager.
coursenvy
Create Ad
Use Existing Post
Use Mockup
Creative
Select the Page post for your ad. Learn More
Facebook Post
FREE Marketing + Ecommerce M...
1165809820268627 - May 22, 2019
Change Post
Enter Post ID
Video Captions (Recommended)
Users will stop scrolling down their newsfeed the second they see this PERFECT AD and HIGH SOCIAL CLOUT!
Mobile News Feed
Coursenvy
Sponsored
FREE Marketing + Ecommerce Mastery Course
TODAY ONLY! Join Now!
LEARN.COURSENVY.COM
Secrets Revealed... FREE COURSE!
SIGN UP
15K
1.3K Comments
1.6K Shares
Like
Comment
Share

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